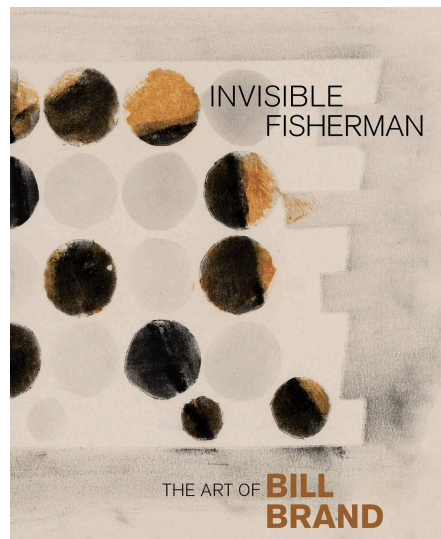


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VSW PRESS RELEASES *INVISIBLE FISHERMAN: THE ART OF BILL BRAND*

Rochester, NY (April 23, 2026) Visual Studies Workshop (VSW) announces *Invisible Fisherman: The Art of Bill Brand*, a new publication from the VSW Press/Film Art Book imprint.

Artist Bill Brand has long been recognized both as a filmmaker and as the world's leading authority on the preservation of historically important experimental films. His extensive drawing and painting studio practice has been less known, until now.

Invisible Fisherman: The Art of Bill Brand features critical essays by leading scholars on the experimental and expanded cinema practice of Bill Brand. The second half of the book shines a light on his lifetime studio practice in film, installation, drawing and painting, with full color images of his artwork. Brand himself navigates his portfolio in a "studio visit" with editor Tara Nelson, sharing his personal history with drawing and painting as a critical approach to problem solving and creative development throughout his career.

Invisible Fisherman: The Art of Bill Brand includes essays by Robby Gilbert, Annie Dell'Aria, Alberte Pagán, Esperanza Collado, and Genevieve Yue. The book is edited by Tara Nelson and Scott Hammen

“The name of artist Bill Brand is so well known and admired in the field of moving image art that it is hard to believe that many of his most notable achievements have up to now remained almost invisible. He has brought the same curiosity and inventiveness that have served him so well in preserving films of others to his own work in a surprising variety of other media.” shares **Tara Merenda Nelson, VSW Chief Curator and Managing Editor of VSW Press.**

Invisible Fisherman: The Art of Bill Brand

Publication date: April 2026

Perfect bound softcover

8 x 10 inches, 160 pages

Full color photographs

ISBN 0-89822-214-1

\$40.00

<https://bookstore.vsw.org/product/invisible-fisherman-the-art-of-bill-brand>

Sample spreads and images available, contact VSW Publicist Mariclare Hulbert at mariclare.hulbert@gmail.com

About Bill Brand

Bill Brand is a multi-disciplinary artist whose films, public artwork, installations, paintings and works-on-paper are exhibited worldwide in museums, galleries, microcinemas and on television. Inspired by the expanded cinema and avant garde film movements of the 1960's, Bill began his career as an experimental filmmaker, working with 16mm film, projection performance and sound installation. His early films addressed a broad range of approaches, from formal abstraction to structural inquiry, with a consistent sense of humor and a touch of playfulness. Bill's practice has continued to evolve to include video, painting, drawing, and a public art installation that is viewable through the windows of a moving subway train in NYC.

Masstranscope is a public artwork that consists of a 300 foot long painting made on reflective material and installed in the tunnel in the NYC subway. It can be viewed from the Manhattan bound Q or B trains departing from DeKalb Avenue. Bill began his film preservation business, BB Optics, in 1976, and preserved hundreds of films by experimental film artists.

About Visual Studies Workshop: Visual Studies Workshop nurtures experimental and expansive approaches to photography and media arts, and builds community among artists and the public through exhibitions, publications and residencies. VSW was founded in 1969 in Rochester, NY by photographer, educator and curator Nathan Lyons (1930–2016), and became one of the earliest independent, not-for-profit, artist-run spaces in the country. More than 50 years later, the organization's mission is reflected in its core programs: VSW Salon screenings and exhibitions, Project Space Artist Residencies, and VSW Press. In support of VSW programs, the organization holds substantial photography and moving image research

collections and an art library for artists, critics and the general public to explore, research and reuse. vsw.org

VSW programs are currently supported by The New York State Council on the Arts with the support of the New York State Legislature, Konar Foundation, Joy of Giving Something, Monroe County NY, The Phillip and Edith Leonian Foundation, and all our members and individual supporters.

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